



# GTA TECH FOR NET ZERO CLIMATE COMMITMENTS

On behalf of tech communities in 20 of the world's fastest growing tech hubs and regions, Global Tech Advocates is launching Tech for Net Zero.

**This is a campaign to harness the power of the private sector to do two things:**

- Accelerate the growth of startups using technology to address climate change
- Minimise the environmental impact of tech startups around the world

Climate change has become one of the biggest challenges facing society in 2021. The technology sector needs to lead the charge in driving innovations that will make a difference, and embracing best practice to minimise further harm to the planet.

Technology startups, scaleups and corporates represent the world's fastest growing industry. As a sector, it is responsible for job creation, economic growth and driving innovation.

Where technology leads, business follows. Where technology products and services lead, consumers follow. Where fast growth businesses lead, investment follows.

Global Tech Advocates is calling on technology ecosystems around the world to commit to a series of steps to address climate change and inspire action across the wider business landscape.

We believe technology can help realise a net zero carbon future ahead of the 2050 deadline if the entire tech startup community pledges support to a series of commitments.

## THE GTA CLIMATE COMMITMENTS

- 01** Use technology to measure environmental impact to better understand what can be done
- 02** Make carbon impact a board level discussion - use data to report back on emissions and educate your organisation on its impact
- 03** Remind corporates that what gets measured gets done - Put measurement at the heart of sales pitches to improve procurement and engagement with the organisations that have the reach to make a difference
- 04** Have a roadmap to the goal of becoming carbon neutral by 2050 if not sooner
- 05** See waste everywhere, track it and start to reduce it
- 06** Make net zero something that inspires teams and organisations
- 07** Partner with companies committed to ESG (Environment, Society, Governance)

## PLEDGE YOUR SUPPORT

Show your support for the GTA Climate Commitments by emailing Global Tech Advocates to virtually sign the pledge and ensure your name is included.

Global Tech Advocates:  
[gta@wearesevenhills.com](mailto:gta@wearesevenhills.com)

